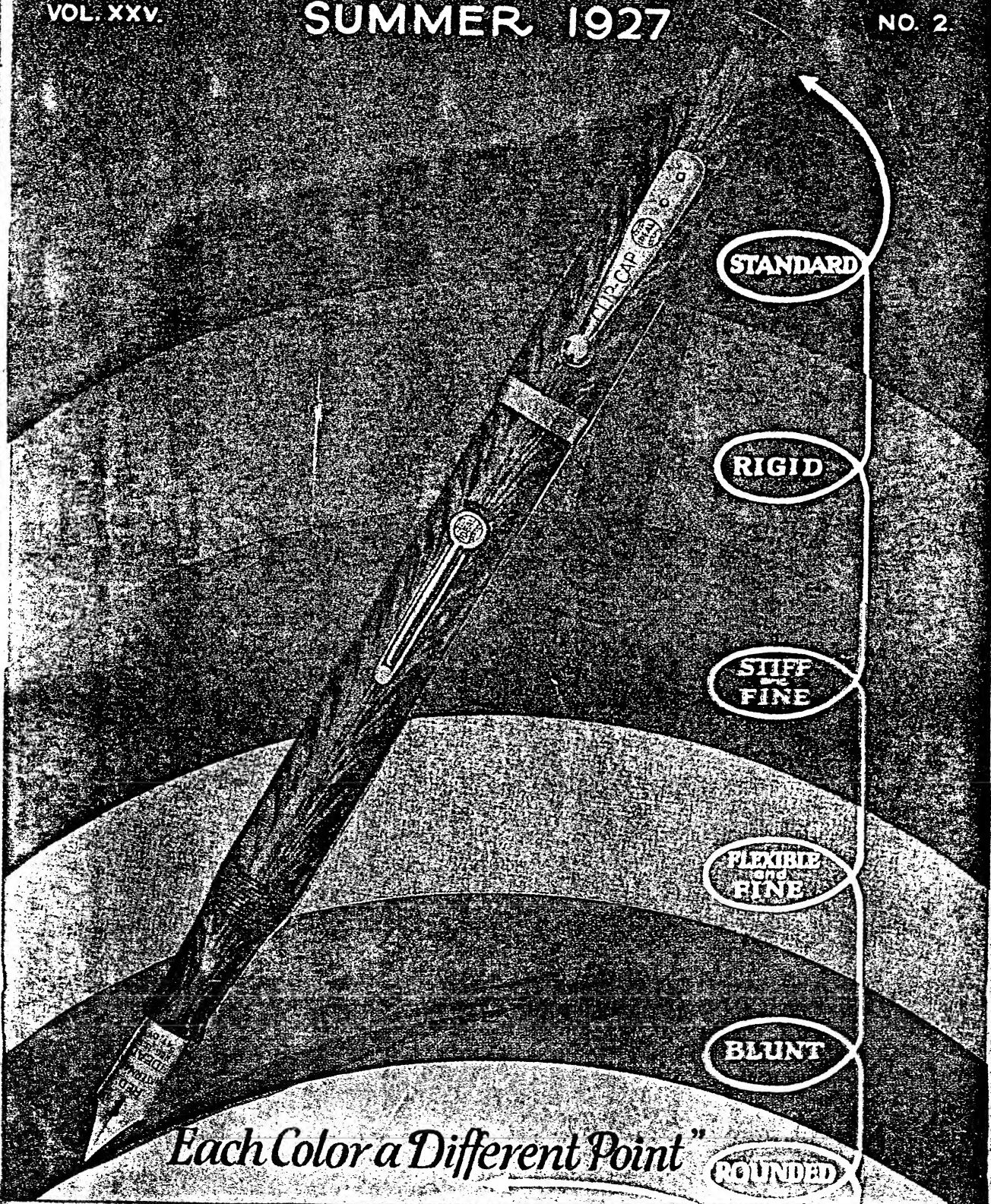


The Pen Prophet

VOL. XXV.

SUMMER 1927

NO. 2



STANDARD

RIGID

STIFF
and
FINE

FLEXIBLE
and
FINE

BLUNT

ROUNDED

Each Color a Different Point



PICK YOUR PEN POINT BY COLOR

Red—STANDARD—Suits most writers. A splendid correspondence point. Medium flexibility. For home and general use.

Green—RIGID—Tempered to armor-plate hardness. Will not shade even under heavy pressure. Unequaled for manifold-ing. The salesman's friend.

Purple—STIFF; FINE—Writes without pressure. Makes a thin, clear line and small figures with unerring accuracy. Popular with accountants.

Pink—FLEXIBLE; FINE—As resilient as a watch-spring. Fine, tapered point; ground fine to shade at any angle. Loved by stenographers.

Blue—BLUNT—An improved stub point. This point makes a broad line. May be held in any position. Liked by rapid writers.

Yellow—ROUNDED—A different pen point. The tip is ball shape. Makes a heavy, characteristic line without pressure. Suits left-handed writers.

We have solved the problem of pen point selection. The color of the band on the holder tells the whole story. You can now select with confidence exactly the pen point best writing requires.

A fine, broad, stub, flexible or stiff point may be selected at a glance. You can't go wrong. The merchant who sells Waterman's will be glad to demonstrate. He and we want you to be perfectly pleased.

Ask to See

Waterman's Number Seven

Try all six pen points. Select the one that suits you best

When you buy a Waterman's you buy perpetual pen service. It will pay you to spend a few minutes in selecting exactly the pen you should have.

*Guaranteed since 1883 and until 1983—
one hundred years of pen service*

L. E. Waterman Company, 191 Broadway, New York

Chicago

Boston

San Francisco

Montreal

\$7.00

Number Seven


Made of beautiful resilient *Ripple* stainless rubber, protected with a lip-guard to prevent breaking, and an unequaled, patented filling device.

Waterman's

Above advertisement will appear in September issue of HARPER'S, ATLANTIC, REVIEW OF REVIEWS, SCRIBNER'S, WORLD'S WORK, GOLDEN BOOK. Other full color pages will appear in GOOD HOUSEKEEPING, RED BOOK, COLLIER'S, LIFE and JUDGE in September.

The Pen Prophet

Devoted to the service of
dealers and their associates
in the selling of

Waterman's  Fountain Pen

VOL. XXV SUMMER, 1927 No. 2

Edited and Published by
DEALER SERVICE DEPARTMENT

W. L. Waterman Company

PLANNING AND PENNING

PROBABLY the most universally discussed subject month in and month out is the weather. As Mark Twain said, "Everybody talks about it but nobody does anything about it."

Now that we're in the lap of summer let's do something about it, taking our example from Mother Nature, who does her immense preparatory work in the mid-year. She puts forth her greatest getting-ready effort in summer, ripening the grain and setting the stage for harvest.

Men and women take vacations and rest from routine during the summer. But because the hands are idle the head has all the more opportunity. It is a time for thought.

It is a season for looking ahead and preparing.

Summer is planning time.

Summer is penning time, for careful and leisurely thinking must have its written record. There are calculations to be made, lists and schedules to be drawn up. In the balmy air, with mind unhurried, it is a luxury, and not toil, to employ a Waterman's in giving written form to the thoughts and projects that then arise so naturally. There are, too, letters and postcards to be sent to far-off friends, expense accounts and diaries to be kept up, and travel arrangements that require correspondence.

Fountain pens are emphatically summer merchandise and will repay a vigorous selling effort.

All Who Write Should Have a Waterman's

All can't afford to buy the more expensive numbers. It is so that these may be able to secure a perfect pen within their means that this line is maintained without change of either style or price year after year.

Sold in every civilized country, these "bread-and-butter" numbers are world-beaters. They should be in every merchant's show-case.



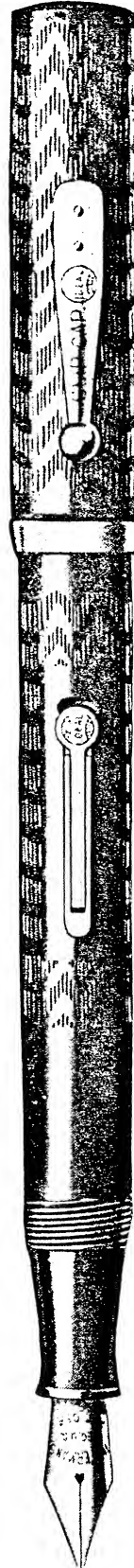
No. 52
C.C.
\$2.75



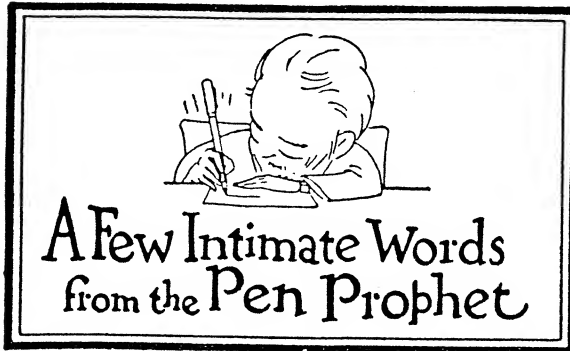
No. 54
C.C.
\$4.25



No. 55
C.C.
\$5.25



No. 56
C.C.
\$6.25



EDITORIAL

AFTER August 15 bright colors will really mean something when seen on a fountain pen.

They will mean more than a mere appeal to a temporary color whim.

On Waterman's new Number Seven they will be used as a reliable guide to proper pen selection.

They will solve a problem that has been bothering pen buyers ever since pens have been made to sell rather than satisfy; to appeal to hasty decision rather than discriminating precision.

Merchants who have had endless complaints because pens did not suit writers will welcome this pen that insures them against buying a pen point that does not act the way they expect.

Waterman's new Number Seven will be advertised in the September magazines. Copies of ads that will be used appear on inside front cover and inside back cover of this issue. Read these ads which will make a stir; read page 8, and send in an order. No. 7 will be a great seller.

A CHANGE OF POLICY

THE dominating idea in Waterman's selling policy is to protect the retail merchant.

Waterman's success depends upon the success of merchants who sell Waterman's pens and the merchants' success depends upon a policy of sound protection, fair dealing and sincere co-operation.

For several years we have opposed what is known as "tie-up" advertising.

Our opposition came about in this way. We ordered an advertisement in a city newspaper to appear at an early date. The newspaper's local solicitors, seeing the contract, decided to cash in on an opportunity.

They called on all local merchants, told them when the Waterman advertising would appear and suggested that they run at the same time an advertisement of their own announcing that they sold fountain pens.

As a result a number of the dealers approached gave the solicitor an order for an ad to appear "next to Waterman's."

When the ads appeared it was found that no judgment was used in extending an invitation to local dealers; no judgment was displayed in the kind of copy used.

The reliable merchant who sells Waterman's as they should be sold, who is sincere in his desire to satisfy his customers, found his advertisement side by side with one announcing the sale of inferior merchandise.

What was the result? Just this:

Our customers wrote in complaining. "It is unfair," they said, "that the power of your advertising and our advertising should be reduced by the insertion of ads of merchants who are known as distributors of inferior merchandise. Can't you find some way to stop the practice?"

The only way we could think of at the time was to stop all tie-ups to Waterman's advertisements. We did this by requesting newspapers not to solicit "tie-ups."

But memory is short. We soon forget the toothache after the dentist has pulled the tooth. It was not long before many retailers who had complained about the tie-ups complained because they were not allowed to tie up.

So many of these letters came in that in December, 1926, in THE PEN PROPHECY, we explained just exactly why we opposed tie-ups.

This article brought us a number of letters. They were all about in the same

vein—"won't you make an exception in our case"—and we determined to solve the problem, and we have.

The solution is so simple that we are a little ashamed we did not think of it before.

Our idea is to permit reliable Waterman dealers to "tie up" and prevent unreliable dealers from "tying up."

We have done this by issuing tie-up privilege cards to all dealers who express a desire to tie up.

Newspapers are instructed to accept tie-up advertisements only from merchants who have tie-up privilege cards.

We believe this solves the problem. It gives the tie-up privilege to those merchants who want to sell Waterman's and cuts out those who are always looking for a free ride, indifferent to whether they are entitled to ride or not.

If you have not already received a Waterman's privilege card, let us know and we will mail you one at once.

WHY IS IT?

HOW is the automobile business?" This question was asked late in May of a tire manufacturer who is credited with being one of the far-seeing ones in the industry.

"It depends upon whom you ask," was the reply. "The total number of cars sold has diminished and yet there are certain manufacturers who are forging steadily ahead and showing marked increases in their sales. This, of course, means that others are falling behind."

This answer might be truthfully made at any time and of any industry.

When business is generally dull there are always those who are making money, and when business is at the peak there are always some who are not making money.

During the first three months of 1927 many concerns suffered severe losses. On the other hand concerns in kindred lines showed excessive gains. Many concerns passed their dividends. Others declared extra dividends. Why is it?

Why is it that two retail merchants located only a few blocks from each other, their stores passed daily by the same people, get different results? One shows a steady increase in volume and profit; the other shows a steady decline in both.

Can't the success of one and the failure of the other be directly traced to management?

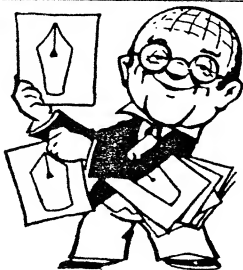
The trouble with most people, said a wise thinker, is that they look in the wrong place for the cause of trouble. Men do not like to admit that the fault is theirs.


When a man has a toothache he must have the tooth filled or pulled. He can't get relief by putting a plaster on his left leg if his right leg is sore. He must make the remedy fit the complaint.

If you want to make progress throw sand on the track, not in the gear box.

At least five out of every ten business men will increase their businesses during the next twelve months. Those who make the gains will be those who exercise progressive methods regardless of rumors that business is bad and that it won't pay to push.

Inklings



Waterman's offers a pen point for every writing purpose. 



LINDBERGH

ON the morning of May 20th the name Lindbergh was only a name. Two days later it was a trumpet-blast heard around the world—a synonym for man's heroic conquest of space, time and the elements. The first uninterrupted winging of the Atlantic had been achieved. The young American who did it became a symbol of civilization's dearest dream come true. Honors showered upon him. He was the target of breathless adoration because of what he typified.

It was a good thing that Lindbergh happened to have a head that did not swell easily. Either he understood that it was the feat, not the man, that was acclaimed, or he was naturally well-poised and immune to self-conceit. Anyhow, modesty and good sense kept the idol from toppling. Here is a young fellow with the self-effacing charm of the Prince of Wales, another youth whose shyness and astonishment at being worshiped are his best assets. To avoid the

fatal "I," Lindbergh even uses the "we" of royalty, but in a quaint sense of his own, meaning the airplane and himself.

Americans and America have seemed to Europe to be rather blatant in their cocksureness up to now. Lindbergh substituted for this international picture another—that of quiet efficiency, dignity and unassuming valor. What he has done to bolster up a waning friendliness between nations is beyond calculation. His contempt for the millions offered him by moving picture and other promoters may assist Europe, also, to revise its notion of ourselves as money-mad.

It was pleasant that amid all the noise the good mother of Lindbergh was not forgotten. The President of France sent her through her son a direct message of congratulation, and the young folks to whom she was teaching chemistry in Detroit stopped class to give her a special ovation.

The night that the plane landed in Le Bourget, the aviation field outside Paris was a delirium of crazy crowds. E. L. James, Paris correspondent of the *New York Times*, raced toward the slowly-settling airplane with his associates—and had to dodge under the machine itself to escape being trampled to death by the mob at his heels. Thus sheltered—

"We turned to look and saw a sight words cannot paint. One hundred thousand men and women, with policemen and soldiers mixed among them, were sweeping down toward Captain Lindbergh and his plane. The sight of those countless bobbing heads between us and the flares can never be forgotten. Throwing away their rifles, the soldiers formed a ring around him, only to be brushed away. Suddenly we saw that we had lost Lindbergh. A French officer had put his coat about him and wormed out with him into a small side building where the aviator was kept for two hours in darkness from the frenzied multitude."

Afterward, as we know, Ambassador

Herrick took the hero under his wing. From that time forward it was the same story of a whole city trying to see and touch one man but in more orderly and less dangerous fashion, while the front pages of every newspaper in Christendom bore his name and exploits to the exclusion of other news.

From Paris he flew to Belgium and was the guest of the King, then he went to London, where England's monarch was glad to hear his story from his own lips and to pin on his coat a decoration given so far to only nine persons not British. Then in a warship of his country to America, where more applause awaited him.

It was characteristic of Lindbergh that with all this he found time to give credit to everything that had aided him—his earth-induction compass, the Wright air-cooled engine and the Waterman's fountain pen that he used in tracing his course upon maps as he flew.

The flight was a triumphant test of airmanship, but what followed was a test of character. He emerged victorious from both. Sleet, hail, wind, distance—he licked 'em. Adulation, glory, the homage of kings—he was none the worse for these. Attaboy, Lindy!

*I was able only to carry
very few things in my Spirit
of St Louis, but I took special
care not to forget my faithful
Waterman which was most precious
to mark the route on my maps*

Charles G. Lindbergh

May 22, 1927

Paris

AN ARTIST WROTE US

THE following letter was recently received from a well-known New York artist, who said:

"Once in awhile someone does something or makes something that proves a decided influence on the lives of others.

"At Christmas time a friend gave me a Waterman's fountain pen. Of course I felt the gratitude that every normal man feels when he is favored, but at the time of acceptance I felt, well, this is just another fountain pen, and I had no thought of being able to use it for anything but correspondence.

"When later I examined the pen I noticed it was different from any pen I had ever used or seen. I didn't know how to fill it with ink. When I took the cap off there was no pen point so I took the pen into Waterman's store and asked the clerk, 'What's the matter with this pen?' 'There's nothing the matter with it except that it needs ink,' he replied. Then he filled it with a dropper and turned the end and the pen point protruded. He handed it to me.

"Instead of writing, as I assume most people do when they try a pen point, I made some simple sketch.

"'You're an artist?' said the clerk.

"'Some people think so,' I replied.

"'Then why don't you use India ink?' he asked.

"'Won't work in a fountain pen,' I said.

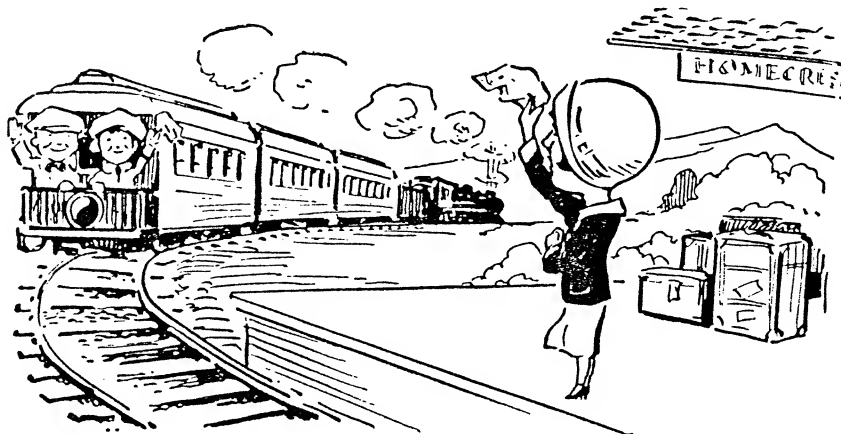
"'Will in that fountain pen,' he answered. 'Let's try it.'

"He refilled the pen with Higgins' ink. I tried it. I found I could make a line as fine as an etching or as broad a line as I desired.

"'This is a find,' I said. And it was.

"Since that one trial I have used my Waterman's continually. It lends itself to any technique. It requires filling rarely and enables me to work faster and better. I heartily recommend it to all pen-and-ink artists."

F. R. HILDEBRAND.



Vacation Days Are Here

Vacations Days Are Fountain Pen Days

EVERY day during the next two months someone will be starting on his or her summer outing.

Boys and girls will be going to summer camps. Fathers and mothers will be going to seashore or mountains.

All will want to write home. About all that is needed to make a sale is to say "You need a fountain pen and a bottle of ink to take with you."

For the kiddies we recommend No. 52 at \$2.75. Father and Mother will gladly pay from \$4 to \$7.50. Each pen sold should be accompanied by a 25c safety package of Waterman's Ink.

Waterman's

WELL WORTH WHILE

THE subject of fountain pen repairs and exchanges was being discussed by several retailers at a recent association meeting.

The complaint was made by some that the time taken in making exchanges and remedying defects was excessive and ate up much of the profit made on the original sale.

One retailer spoke up and said: "I believe that the remedy lies in the hands of the retail merchant. We can all eliminate the trouble if we will do two things; first, confine our offering to reliable merchandise, and, second, be sure that every customer is properly sold.

"Of course, there are some pens that will never give satisfaction. If we sell them we must expect trouble. But even a good pen will give us trouble if it doesn't suit the person who buys it.

"The customers will not try to analyze where the real fault lies. They just make up their minds that the pen isn't right and bring it back. When they buy they are often hurried; they don't give sufficient attention to proper selection, and the clerk too often doesn't stress the importance of buying a pen that is exactly right.

"We find," he went on, "that if we take time in making the sale, help the customer to select the proper size holder and suitable pen point we rarely have a complaint. If merchants and their clerks could make up their minds that there is more actual profit in an ounce of prevention than there is in a pound of cure they would entirely eliminate the evil of which they complain."

What this merchant said is well worth thinking about. His judgment is sound. There is not an article sold where permanent satisfaction means as much as it does in a fountain pen, where the salesman should be as careful to give satisfaction that will last, and the feature to which the salesman should give the most careful attention is the proper pen point.

Too frequently only one or two pen points are shown. The customer tries them, makes a quick decision and doesn't realize that he has an unsatisfactory pen point until he has tried the pen at home or in the office. Then he comes back and the sale has to be made all over.

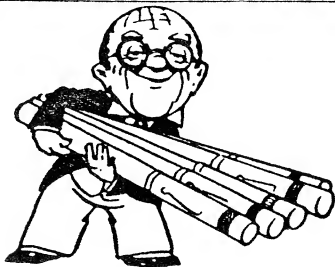
It was to take care of this situation that Waterman's Number Seven was created. Six pen points, all different, each adapted for a different character of writing, each clearly identified by the colored band on the holder.

If you will show these six pen points to customers, explain the differences, let them try all points before making a decision, you will find that few pens will be returned because unsatisfactory.

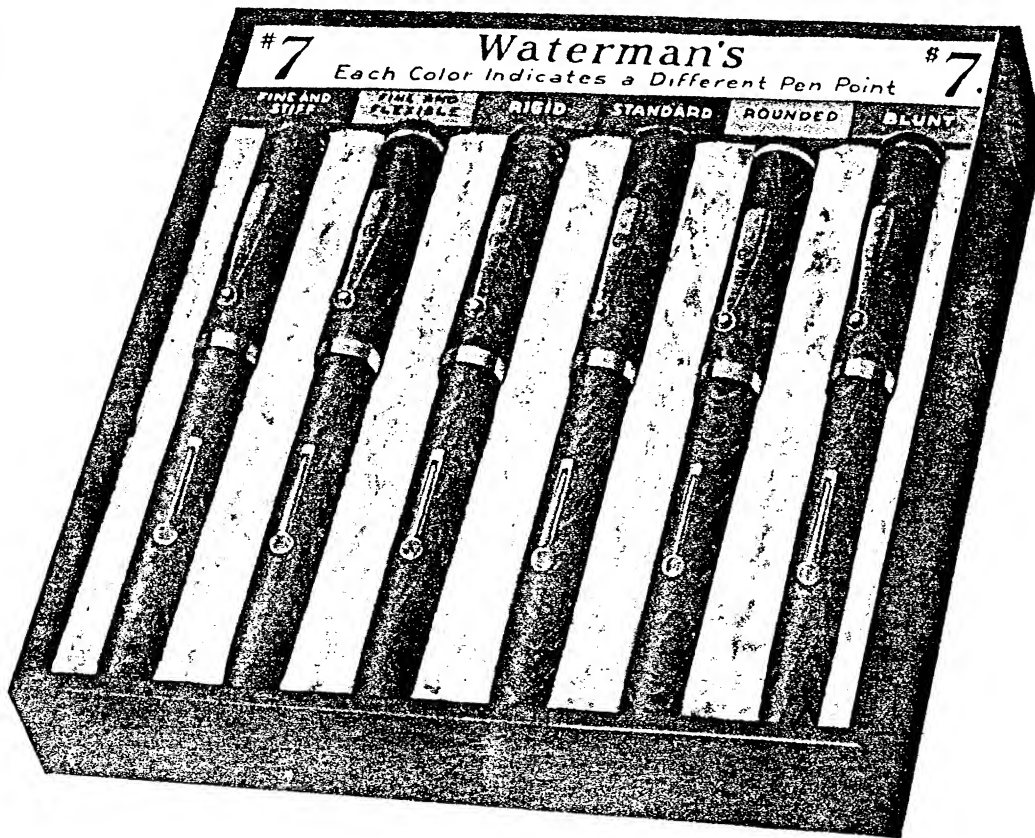
And there's another point of advantage worth considering. People use different pen points for different purposes. The accountant needs a purple band pen for clerical work and perhaps a red band pen for correspondence, etc. If shown both he will buy both. The stenographer needs a pink band pen when taking dictation and may prefer a blue band pen for general use. She will buy both.

The opportunity to better satisfy and to increase sales by featuring Waterman's Number Seven is almost inexhaustible.

Inklings



Pick your pen point
by color. *W*



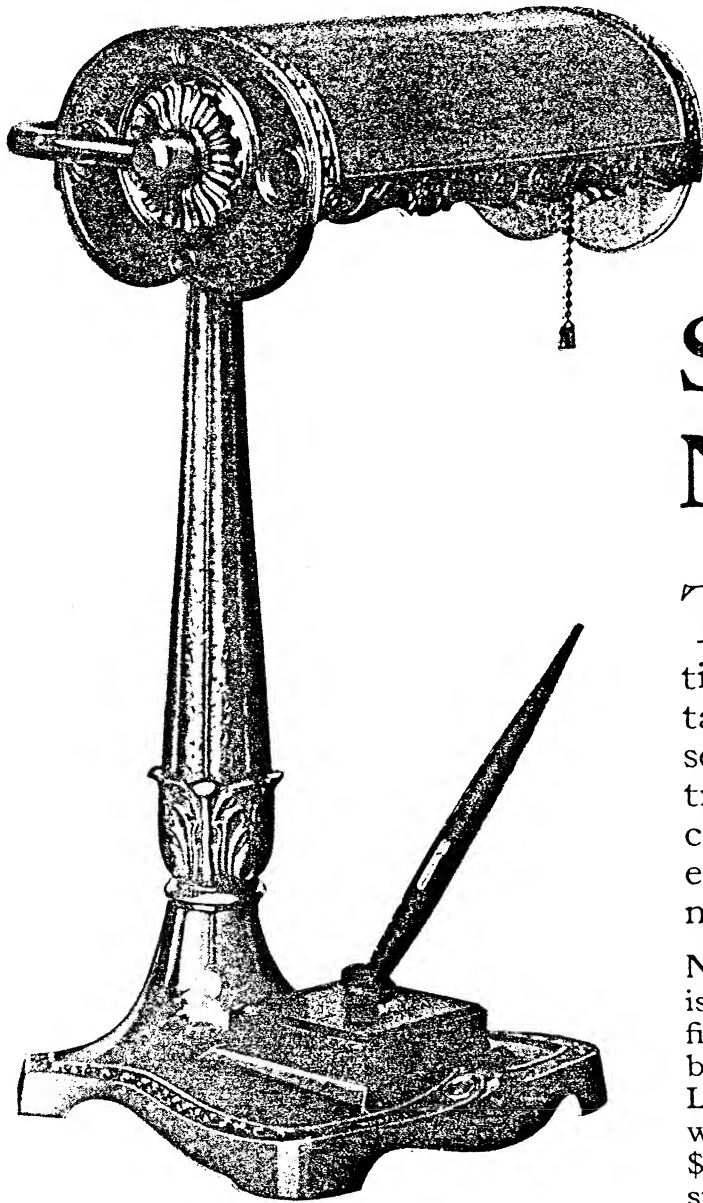
Here's a Chance to do a Big Pen Business with a Small Stock

WWE don't ask you to put a lot of money into pens you can't sell. We suggest a small purchase of pens you can sell quickly, and re-order frequently.

An initial order of \$100 will prove the value to you of this new pen offering. With each six pens we will send you, without charge, our tray, shown above. Display this tray prominently, and as you sell pens order more.

This pen will be advertised in full color pages in the leading publications in September, October, November and December.

Get your orders in at once. September magazines appear in August.



A Striking Novelty

THIS new Waterman's Combination Lamp and Fountain Pen Desk Set is so unusual and attractive that it will create interest wherever shown. It is made in two models.

No. 1362½ (illustrated) is Old English Bronze finish with *Ripple* Rubber pen base and holder. Lamp is 17 inches high with 7 x 8 base; sells for \$27.50. No. 1365—same style with larger pen; sells for \$30.

No. 1162½. Another lamp model has metal base and shaft but shade is green glass instead of metal, and pen and pen base may be had in Black or *Ripple* Rubber. No. 1162½ sells for \$20. No. 1165 (larger pen) sells for \$22.50.

All lamps are supplied with approved pull chain sockets and ten feet of new code parallel mercerized cord with two-piece plug.

The receptacle that holds the pen is of new patented design that prevents ink from getting on the pen or on the fingers.

*One of these Desk Lamps on your showcase
will sell a dozen.*

A Desk Set of Marked Advantage



THOUSANDS of business men want a convenient base for a fountain pen but they want a base that does not take too much room.

This new model fills this special need.

The base is four inches by six.

The socket in which the pen rests is a new and patented device which keeps the pen holder free from ink. The annoyance of getting ink on the fingers is entirely eliminated.

Made in *Ripple Rubber* and in *Black*

No. 1562 $\frac{1}{2}$ -\$10 No. 1565-\$12.50

Those who like the desk set idea but have suffered from inky fingers will appreciate this perfected model.

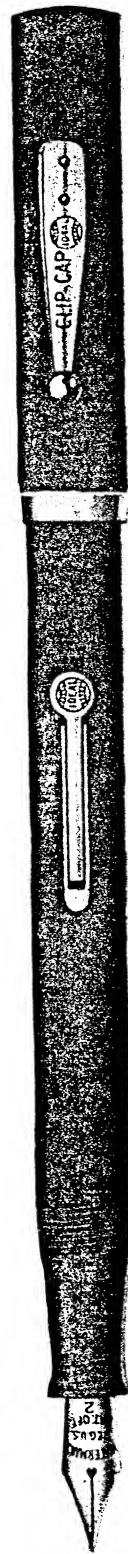
The Now Famous 018 Models

Waterman's
Ideal
Fountain Pen

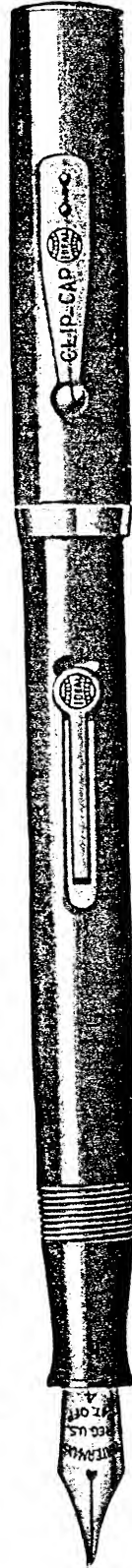
No pen has ever become popular more quickly. This number represents a complete line.

It is made in Black, Cardinal and *Ripple* Stainless Rubber.

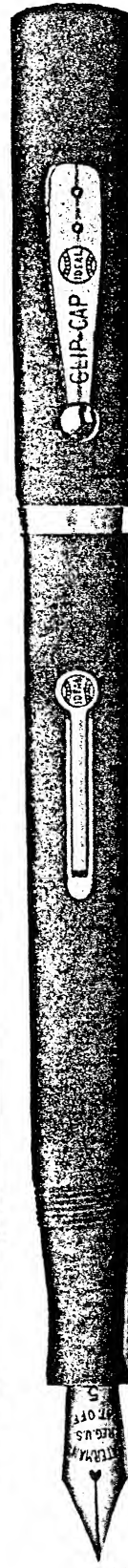
It is made in five different sized holders and may be fitted with any Waterman's pen point. The four numbers shown are universal sellers. If a man wants a whale of a pen he can buy 01858, which sells for \$9.50.



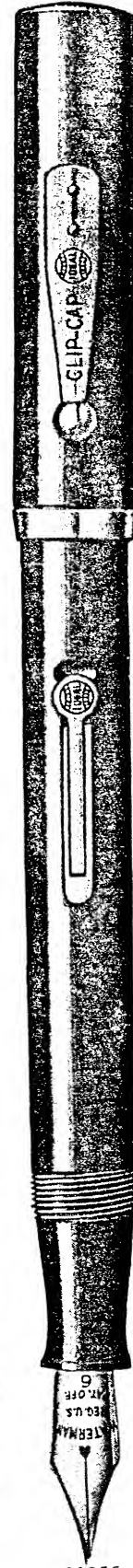
01852
Cardinal
\$4.00



01854
Black
\$5.00



01855
Cardinal
\$6.50



01856
Black
\$7.50

ASK ME ANOTHER

A NEW book made its appearance in March. The title was "Ask Me Another." The book was made up of a series of queries of fifty questions each. Grantland Rice answered correctly all fifty of the questions that applied to sports. Dr. Fosdick was 100% correct on questions that applied to the Bible. The learned doctor couldn't perhaps have answered five of the questions on which Rice got 100%, and perhaps Rice would have done no better on the biblical series.

The game looked interesting, and the editor and his better half decided to test his knowledge. He was able to answer correctly fifteen of the fifty questions Grantland Rice answered correctly, and refuses to implicate himself by stating the result on the Dr. Fosdick series. On others of the series he got as high as 80% and on some as low as 60%.

But there was one outstanding feature that was impressive: and that was, at some time the answer to many of the unanswerable questions had been known. The answers, however, had gone into the oblivion of forgotten things.

We learn things and forget them. This is human nature.

There are some things the remembering of which is not important. It is important that a man remember his home address, but whether Napoleon was more at home on Elba or St. Helena does not mean so much. Yet, on the whole, the game of "ask me another" is interesting and could easily be made of benefit.

Why are Jones & Company getting more business than we are? is a question that might be asked a dozen different clerks. The answers would differ. Some good reasons would be given. Of the good reasons some might prove inspirational.

Or, what's the matter with our show

windows, if anything? Or, why have we so much stale merchandise on our shelves?

The enterprising retailer can make a list of a dozen questions in five minutes the answers to which will astonish him. They will astonish him because of the variety of the replies. He will be impressed with the difference in the way men think.

And just to start the game here is a series of eighteen questions every clerk who sells fountain pens should be able to answer.

Write the answers and then compare them with answers on page 14.

1. When was the first practical fountain pen made?
2. By whom?
3. Why are holders of the best fountain pens made of rubber?
4. What is a spoon-feed?
5. Why does gold make the best pen points?
6. Why are gold nibs tipped with iridium?
7. Is iridium more or less expensive than gold?
8. What is the difference between a permanent ink and other writing fluids?
9. How do the two differ in their effect upon paper? upon pen holders?
10. What line of fountain pens ranging in price from \$2.50 to \$250 offers the longest range to select from?
11. What line of fountain pens offers the greatest variety of pen points?
12. Why does Waterman's offer so varied a line of pen points?
13. Why do they make different sized holders?
14. What manufacturer has for more than forty-four years safe-guarded the interest of his customers?
15. What fountain pen is always sold at an established price and is never in evidence at mark-down sales?
16. Could Waterman's pens be made of celluloid instead of rubber?
17. Does any pen manufacturer make all the parts of their fountain pens?
18. Is it possible to perfectly match a fountain pen with a pencil?

ANSWERS

1. In 1883; more than forty-four years ago.

2. By L. E. Waterman, an ingenious life insurance agent who saw the advantage of being able to carry ink in the pocket and worked until he perfected the fountain pen and named it "Waterman's."

3. Because years of experiment with all kinds of materials have demonstrated that there is no real substitute; no material that is as light, resilient, holds its color and resists the essential ingredients of permanent inks. To abandon rubber would mean to limit the efficiency of a fountain pen.

4. The spoon-feed is a patented device which fits under the gold nib in a Waterman's pen. It absolutely controls the flow of ink. Its use insures a constant and uniform flow.

5. Because gold may be tempered so that it remains hard or soft, stiff or flexible. It is also a non-corrosive metal not affected by the acids essential in permanent inks. It is the only material known from which perfect and lasting pen points can be made.

6. Because gold itself is not hard enough to withstand the friction of continuous use and must be protected by a harder metal. Iridium-pointed pens never wear out. Waterman's pens made in 1883 are still in use and show no point-wear after practically forty-four years of continuous writing.

7. The best iridium—the kind used in Waterman's—is about ten times as expensive as gold.

8. A permanent ink does not fade. The impression it makes lasts through the ages. Many writing fluids look well for a time but lose their legibility as time passes. The folly of using inks that are not permanent has been demonstrated many times when the text of important papers has become unreadable and even signatures could not be deciphered.

9. Because of the essential acids in permanent inks they eat their way into the fibres of paper and really become an inseparable part of these fibres. Permanent inks have much the same effect on certain materials of which some pen holders are made. They discolor holders and in some instances eat through cellulose materials.

10. Waterman's.

11. Waterman's. There are 38 different pen points, suitable for every character of writing.

12. Because Waterman's realize as the result of 44 years' experience that the most important feature in fountain pen efficiency is the correct pen point, a pen point that suits the writer and is perfectly adapted to the character of work to be done. To supply varying requirements, fine, coarse, medium, stiff, flexible, and blunt, pen points must be available in different sizes, and are in Waterman's.

13. Just as different styles of writing require different pen points, different sized hands must have different sized holders. For this reason Waterman's make six regular sizes from which the majority may select, and other sizes for special purposes.

14. Waterman's.

15. Waterman's.

16. They could be, and at a smaller cost, but not without sacrificing a dominating feature of Waterman's; namely, the light, resilient, satisfying, unwarpable genuine rubber holder.

17. Yes, Waterman does. Gold, iridium and rubber are received at the Waterman factories in their natural state and all parts are made by Waterman's employees and assembled under Waterman's direct supervision.

18. If the fountain pen is a Waterman's, it is. Every Waterman's fountain pen has a companion pencil. This enables the merchant to offer combination sets and add largely to his sales.

NEWS ITEMS

THE day after Waterman's "Lindbergh" ad appeared in the newspapers, the able columnist F. P. A. wrote, "According to the advertisements, Lindbergh took a fountain pen with him. We always have had the desire to be alone when we write, but such a fanatic we are not." Palpably Lindbergh didn't seek solitude for the purpose of writing but having writing to do when alone he selected the fountain pen that could be relied upon to make necessary records with accuracy.

Are you familiar with Waterman's circulating library book jackets? Hundreds of circulating libraries are using them to advantage. They add to the life of the loaned volume. These jackets are supplied without charge and are imprinted with the name of the merchant using them. If you can use jackets to advantage, write us and we will supply what you need.

The Mailbag in April printed the following:

"THE PEN PROPHET, devoted to Waterman Fountain Pen Dealers, is an advocate of personalization of sales service and of letting customers know the names of clerks and salesmen. It puts action into its advocacy by offering to make a neat counter sign, 'Mr. Edward Fink, Pen Salesman', for example, upon request of dealers. When a sales promotion house organ can suggest a workable idea, show how it is used to advantage, and then actually present the materials for putting it over, a splendid cycle is achieved."

Perhaps you would like some of these unique signs made for your clerks. If so, write us.

We still have some Summer Circulars left. This six-page folder has a summer scene in attractive colors on the front and illustrations of seven popular Waterman's pens in colors on the back. It is the right size to fit a No. 6 envelope and could be used to advantage August first with your bills and statements. We will send you at once what you need.

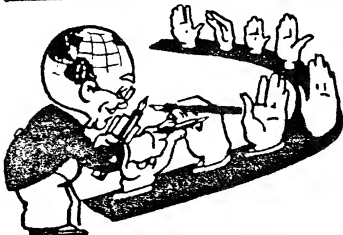
Here's an interesting item that appeared in the *New York Herald Tribune*:

"'My spectacles exploded' would probably rate among the world's worst excuses for a black eye, but according to a British medical publication this not only is not impossible but has actually occurred. The journal explains that frames of spectacles made of imitation tortoise-shell are likely to be celluloid and hence explosive if they come in contact with fire, and instanced two recent cases where superficial burns resulted from ignorance on the part of wearers that the glasses were inflammable."

Draw your own conclusions. Rubber will not burn or explode.

Every fountain pen buyer should be shown how to fill a fountain pen. Often persons using self-filling fountain pens do not put the point deep enough into the ink. The point should be dipped until entirely covered and should be allowed to remain a few seconds after the lever is re-set.

Inklings



Waterman's
- a holder to fit any hand

NEWS ITEMS

Elmer Bliss, president of the Regal Shoe Company, recently made the statement that the sale of one badly fitting pair of shoes is just about sufficient to offset the trade-building power of a full-page advertisement. The same thing is true of fountain pens. Advertising stimulates demand, but if the product doesn't back up the claims made for it, a complaining public soon more than offsets the advertising's influence.

India ink can be used with perfect satisfaction in Waterman's safety type. Many artists do not know this and all should. An artist who recently used a Waterman's No. 01845 to make a series of pen drawings said: "I wouldn't take \$1000 for my Waterman's if I couldn't get another."

It is unwise to mislead the public as to the meaning of a guarantee and such procedure is bound to react upon the man who makes the sale. The public should understand that there is a difference between making good on a pen that is not as represented and repairing a pen that has been damaged by the user.

We do not know of any manufacturer who will replace a lost nib or lost cap without charge, and yet many buyers are led to believe that a guarantee insures them against both loss and breakage.

This misunderstanding causes much annoyance to retail merchants from whom too much is expected by the buyer who is misled by a too general guarantee.

There seems to be a flare-back from color. Black and white attire for

women is in vogue. Remember that Waterman's models are made in black as well as ripple and cardinal.

Do you know about Waterman's Profit Sharing Plan? If you don't, you should. Waterman's Profit Sharing Plan enables merchants to do a larger business with a smaller stock. It prevents over-stocking. It increases profits. It makes figuring turnover easy. Thousands of merchants who have adopted this plan say it is the best they ever heard of. One large distributor says: "Your Profit Sharing Plan is of so much advantage to merchants that it would well pay them to pay a good round sum for its use." Write us, asking for full details of Waterman's Profit Sharing Plan and we will send you particulars at once.

The policies of the various pen companies are not alike as regards the retailer. Without criticising the policies of other pen makers, we want to ask

Which suits the dealer best—Waterman's policy of never selling direct to even the largest consumers of pens, such as large corporations,

or

A policy of selling direct to large buyers and thus depriving dealers of every large order?

Read Mr. Hildebrand's letter on page 6. Pass the story on. There isn't a pen-and-ink artist who won't welcome this information. The pen Mr. Hildebrand uses is Waterman's Safety Type No. 01845. It is made with a lip-guard and sells for \$7.00. Pen-and-ink artists, drawing teachers in schools, and students in drawing classes will all be interested in this pen. It will pay you to stock half a dozen or more and explain their merits to all interested in pen-and-ink drawing.

Back to School *and* College in September

Boys—girls—young men and young women will resume their studies in two short months. Each and every one will need a

Waterman's

Be ready to supply the certain demand. Suggest No. 52 at \$2.75, or 01852 at \$4.00 for younger scholars, and 01854 at \$5.00 or Number Seven at \$7.00 for their older brothers and sisters. School demand is a big demand and is well worth preparing for in advance. Remember each pen sold stimulates the sale of all the accessories students require.

A New Window Trim



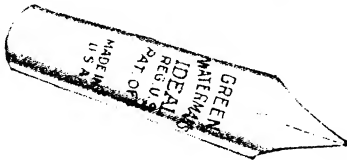
Here's a new window trim that will attract all scholars. Just the thing to brighten your September window trim. It is lithographed in many colors and will be sent to you, without charge, on request.

Number Seven Pen Points

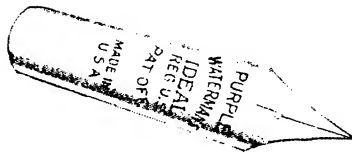
The pen points on Waterman's new Number Seven line are different. They are easily distinguishable from any other pen point. Each is marked to correspond with the color band on the holder. Each is made with a key-hole vent. Every clerk should carefully read the following descriptions and have them in mind when offering Waterman's Number Seven.



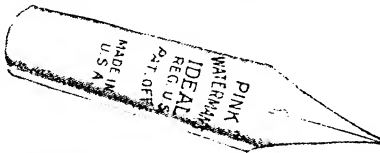
Red—STANDARD—Suits most writers. A splendid correspondence point. Medium flexibility. For home and general use.



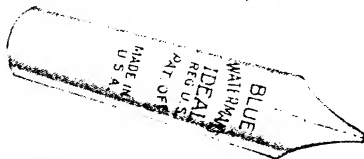
Green—RIGID—Tempered to armor-plate hardness. Will not shade even under heavy pressure. Unequaled for manifolding. The salesman's friend.



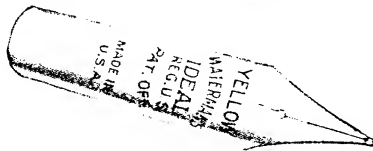
Purple—STIFF; FINE—Writes without pressure. Makes a thin, clear line and small figures with unerring accuracy. Popular with accountants.



Pink—FLEXIBLE; FINE—As resilient as a watch-spring. Fine, tapered point; ground fine to shade at any angle. Loved by stenographers.



Blue—BLUNT—An improved stub point. This point makes a broad line. May be held in any position. Liked by rapid writers.



Yellow—ROUNDED—A different pen point. The tip is ball shape. Makes a heavy, characteristic line without pressure. Suits left-handed writers.

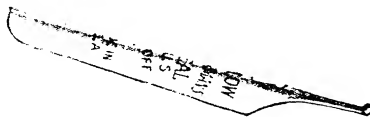
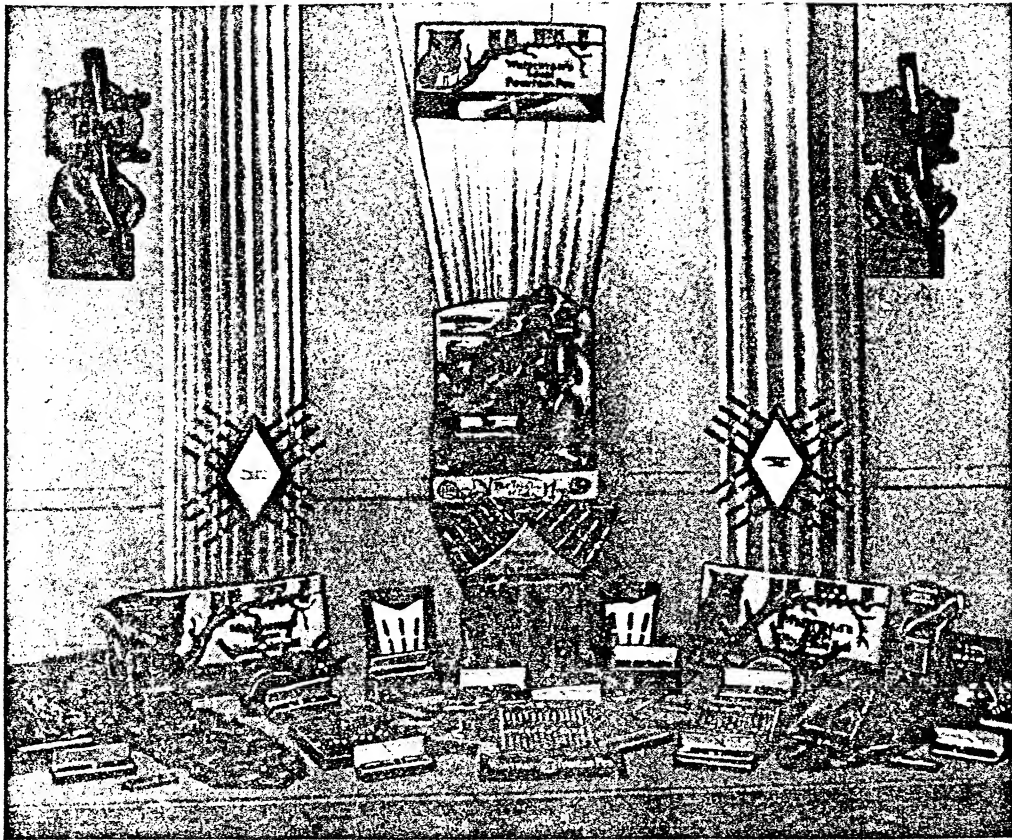


Illustration shows side view of rounded point. Call the attention of your customers to this feature.

There are no other pen points like those on Waterman's Number Seven.



Window Trim

THE importance of good window trim cannot be exaggerated. The window indicates the character of the store. It beckons to the passerby or repels him.

It is because we believe this that we conduct a special window trim department. In this department we design special window trims and offer suggestions to inquiring merchants.

The window shown above is one of our designer's recent creations.

The L. E. Waterman Company

Maintain Factories, Offices and Show
Rooms at the Following Addresses:

HEAD OFFICE

"The Pen Corner"

191 Broadway.....New York

GOLD PEN FACTORY

140 Thomas Street.....Newark, N. J.

RUBBER FACTORY

SeymourConn.

INK FACTORY

140 Thomas Street.....Newark, N. J.

OFFICES AND SHOW ROOMS

Waterman Building, 40 School Street.....Boston

Waterman Building, 129 So. State Street.....Chicago

Waterman Building, 609 Market Street.....San Francisco

L. E. WATERMAN COMPANY, LIMITED

Waterman Building, 179 St. James Street.....Montreal, Canada

FACTORY

St. Lambert.....Quebec, Canada

EUROPEAN AND OTHER OFFICES

"The Pen Corner," 41 Kingsway.....London, W. C. 2

6 Rue MonsignyParis

Via Bossi 4.....Milan

14 Rue du Pont Neuf.....Brussels

Wilhelmstrasse, 106Berlin, S.W. 48

37 BahnhofstrasseZurich

Calle Balmes 75.....Barcelona

105 Clarence Street.....Sydney, N. S. W.

168 Edward Street.....Brisbane, Queensland, Australia

Little Collins Street.....Melbourne, Victoria, Australia

Wyndham Street.....Auckland, N. Z.

116 Wakefield Street.....Wellington, N. Z.

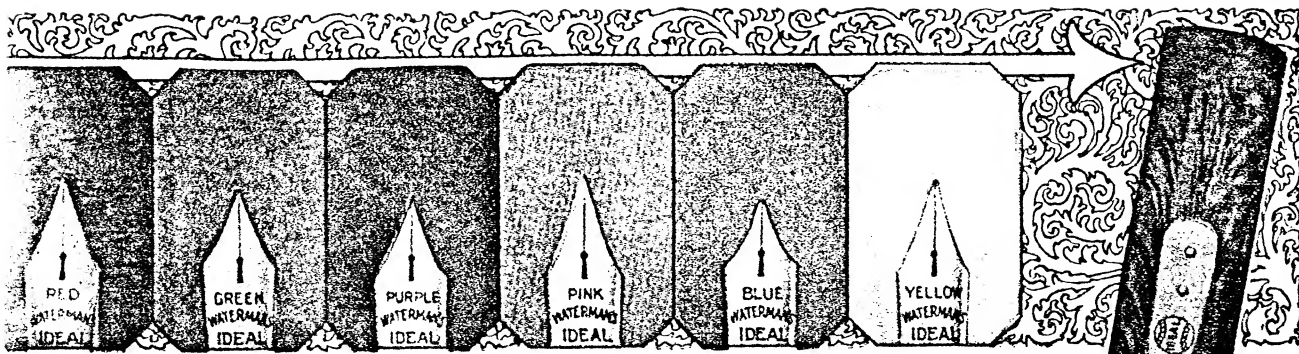
19 Bedford Row.....Christchurch, N. Z.

37 Mansion House Chambers.....Cape Town

Zieglergasse 32.....Vienna, VII

Vitkova 10.....Prague, X

Saenz Peña 105.....Buenos Aires



PICK YOUR PEN POINT BY COLOR

The simplest, safest, surest way to get permanent pen satisfaction is to pick your pen point by color.

Waterman's Number Seven

with its identifying color band offers the quickest, most reliable guide to pen point selection

The following colors on holders tell the story of pen point character. Look for them on Waterman's Number Seven.

Red—STANDARD—Suits most writers. A splendid correspondence point. Medium flexibility. For home and general use.

Green—RIGID—Tempered to armor-plate hardness. Will not shade even under heavy pressure. Unequaled for manifolding. The salesman's friend.

Purple—STIFF; FINE—Writes without pressure. Makes a thin, clear line and small figures with unerring accuracy. Popular with accountants.

Pink—FLEXIBLE; FINE—As resilient as a watch-spring. Fine, tapered point; ground fine to shade at any angle. Loved by stenographers.

Blue—BLUNT—An improved stub point. This point makes a broad line. May be held in any position. Liked by rapid writers.

Yellow—ROUNDED—A different pen point. The tip is ball shape. Makes a heavy, characteristic line without pressure. Suits left-handed writers.

Merchants who sell Waterman's will be glad to let you try all six points. Do this and select the one that suits you best.

When you buy a Waterman's you buy perpetual pen service.

Guaranteed since 1883 and until 1983—100 years of pen service

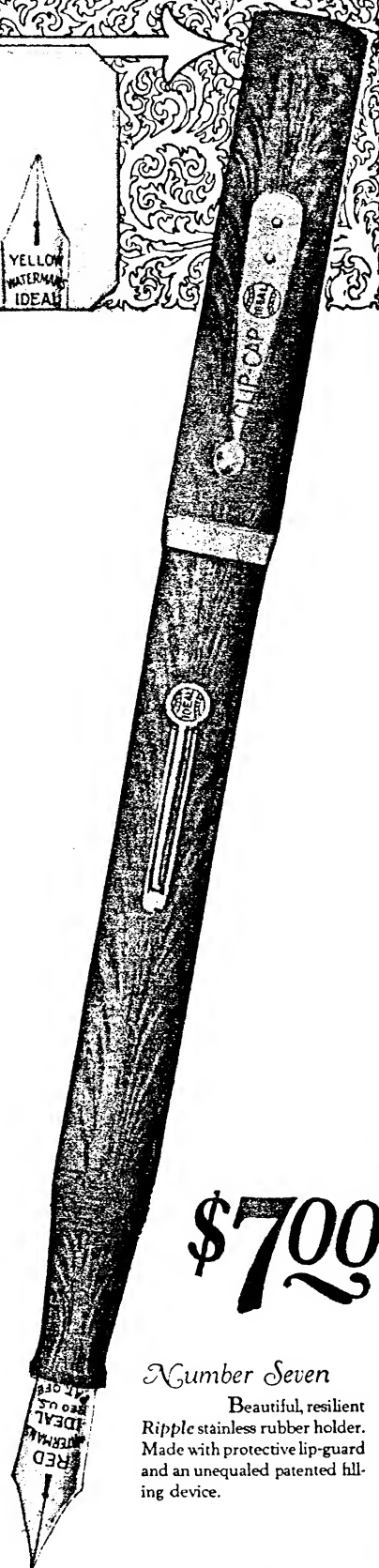
L. E. Waterman Company
191 Broadway, New York

CHICAGO

BOSTON

SAN FRANCISCO

MONTREAL



\$7.00

Number Seven

Beautiful, resilient Ripple stainless rubber holder. Made with protective lip-guard and an unequalled patented holding device.

Waterman's

Above advertisement will appear in October issue of HARPER'S, ATLANTIC, REVIEW OF REVIEWS, SCRIBNER'S, WORLD'S WORK, GOLDEN BOOK. Other full color pages will appear in AMERICAN, COSMOPOLITAN, HOUSE AND GARDEN, VOGUE, VANITY FAIR, LIBERTY, LIFE and JUDGE in October.

Waterman's Ideal INK



Waterman's Ink Well Displayed Doubles Ink Sales

Everybody uses ink; everybody buys ink. When you offer Waterman's ink you offer not only the best but the most popular ink.

Put up in all sizes from two-ounce bottles to one-gallon jugs.

Use the cut-out Silent Salesman shown above to increase ink sales.

WARNING

For your own protection and the protection of your customers, be sure all ink offered as Waterman's is genuine and that the label bears the name Waterman's Ideal in connection with the globe trademark.

JOHN R. JONES, OWNER
 KNEW
 FEBRUARY
 1900

JAMES W. WOODWARD